

SESSION DESCRIPTION

ID: 07

Introduction to natural capital – What are the relationships between business and nature? We Value Nature “train the trainer”

Date of session: Wednesday, 9 June 2021

Time of session: 15:30 – 17:30

Registration link:

<https://wbcSD.zoom.us/meeting/register/tJYpdO2hpzggHd2IPWnbDhwENwcSN9lgj7Uy>

Hosts:

	Name	Organization	E-mail
Host:	Katia Bonga	World Business Council for Sustainable Development	bonga@wbcSD.org
Co-host:	Nadine Mc Cormick	IUCN	nadine.mccormick@iunc.org

Abstract

All businesses depend and impact on natural capital. Through understanding and considering the risks and opportunities created by nature, businesses can make better decisions that benefit themselves, society and the planet as a whole.

However, when it comes to applying natural capital approaches, companies often don't know where to start and feel overwhelmed by the amount of terminology, methodologies and tools that exist out there.

The We Value Nature Campaign has developed engaging and compelling training material aimed at supporting businesses at the start of their natural capital journey by simplifying the concepts and relationships between business and nature and guiding them in a practical and simple way through key approaches and tools to integrating natural capital in decision-making.

By walking participants through the training material, We Value Nature's train the trainer session equips business associations and natural capital advocates and experts with skills, knowledge and resources to teach their members, clients and colleagues about natural capital in a manner that is relevant to business.

Goal / objectives

The main goal of this session is to provide natural capital advocates the necessary skills and ready-made training resources and material to teach their members and colleagues about what natural capital is, why it's important for business and how business can start integrating it into their decision-making processes.

It will provide participants with practical tips and tools on how to best deliver and make use of the training material.

Deliverables

The above objective will be achieved by:

- walking participants through the ready-made training materials;
- providing customizable exercises and games;
- sharing tips on how to run the training while exploring with participants ways the material can be adapted to their particular context.

Format

For this session, 2 hours would be the necessary amount of time. In terms of format, despite being in a virtual format (through Zoom), the train-the-trainer session will be very interactive with group discussions, games and exercises.

Technical requirements

None – will be a virtual session provided through Zoom. Participants needs to make sure to have good internet connection, check that their audio/video function properly and we encourage them to be in a space that will enable them to fully participate as it will be interactive.

Speakers

Katia Bonga, Manager, WBCSD

Nadine McCormick, Manager, WBCSD

Links for more information:

- [We Value Nature's website](#)
- [We Value Nature's training resources page](#)